

"Custom-Built" Texas Store Is Kresge's Largest

Luxury Houston Unit Boasts 45,500 Sq. Ft.

Detroit Office—Sometime in September the company will open its largest store and the first "custom-built" store ever designed by Kresge's construction and sales departments. Located in Sharpston Center, ten miles southwest of downtown Houston, Tex., Store 715 is the ultimate in beauty and merchandise assortment in the Kresge chain.

Under design and construction by Henry J. Engel, sales department, and James Bennett Hugdon, company architect, for over a year and a half, the huge 45,500 square foot one-floor unit boasts more than a mile of counter space.

Fifteen-foot-wide midways run the width and length of the store to make the flow of traffic efficient and leisurely.

All the wall decorations and signs are original—created especially for 715 by Joan Kablak, a member of Mr. Engel's staff.

Focal point for the store's departmentalized floor plan is a ten-foot tower in the exact center of the store, topped with clocks on all four sides. Spanning out from the clock tower are the departmental shops, each with its own suitable decor whether it be infants' wear or horticulture. Typical is the glamour bar where expensive cosmetics and perfumes will be offered to shoppers.

The most outstanding department, and the one which features the greatest number of departments from standard Kresge design, is ready-to-wear. Fully carpeted with

five fitting rooms and 25 adult mannequins modeling Kresge fashions, the ready-to-wear department covers 3,600 square feet, almost twice as many feet as the normal Kresge ready-to-wear department.

Equally attractive and unique is the "Chuck Wagon"—Store 715's enclosed dining area offering both stools and booths. A rugged, but pleasing, western motif with grill-work and decorative paintings was selected to blend in with the Texas location. An interesting sidelight

about the "Chuck Wagon" is the way it got its name. After many unsuccessful attempts to find an appropriate name, Richard F. MacLeod, construction, was asked to do a rendering of the dining area. Because it was not named, he was asked just to sketch in something for the time being. He drew the name "Chuck Wagon" on his work—and accidentally hit upon just the right name.

Almost every department features something new in the way

of fixtures. Robert F. VanAartsen and Luis del Villar, of the construction department, along with Mr. Engel spent hours in conference with the fixture manufacturers, drawing sketches and approving designs for new fixtures for Store 715. Mr. VanAartsen ordered approximately 75 new fixture pieces—never before seen in a Kresge store.

All merchandise lines are tremendously expanded at Store 715. A. S. McCain and S. P. Haglund, divisional merchandise managers, spent

hours with every Detroit Office buyer going over the space allotted to each buyer's departments and discussing expansion of lines. Result—715 will offer expanded lines of all of Kresge's usual departments plus major appliances such as television sets, refrigerators, office furniture. Store 715 will offer complete auto supplies, sporting goods, camera departments.

Kresge's 715 is a variety department store with emphasis on the department store.



Ready-to-wear at 715, Houston, Tex., is the most outstanding department in the huge, luxury store. It is a 3,600 square foot section, fully carpeted, featuring five fitting rooms and 25 adult mannequins modeling Kresge fashions.



As Three Ribbons Fall, the Company Grows

CALIFORNIA—Mrs. John E. Curtis snips the ribbon that officially puts her husband's store, 708, in business on May 25 in South Hills Square, La Puente. Attending the grand opening of Kresge's fourth California store are, left to right: Mr. Ohl, city manager; Mr. Curtis, manager; Fred K. Niemen, vice-president in charge of store management and operations; Mrs. Clyde K. Bowles; Mr. Bowles, Western regional manager; Cheryl Curtis; Otto M. Patterson, assistant manager.

MISSOURI—Calene T. Smith, regional personnel supervisor, cuts her first grand opening ribbon at Store 49, The Landing, Kansas City on June 1. Taking part in the happy moment are, left to right: Mary Ann McDonald, regional ready-to-wear supervisor; Harry D. Stoyton, Midwestern regional manager; Charles R. Corley, assistant manager; James H. Brinton, Jr., manager.

PENNSYLVANIA—G. B. Bollinger, chairman of the Lawrence County commissioners, is set to do the ribbon cutting honors at Store 422, Lawrence Village Plaza, New Castle on May 17. Present for the event are Kresge officials, left to right: Claude M. Booker, new vice-president in charge of merchandising (former Eastern regional manager); Howard J. Liverance, retired vice-president. Manager Eugene A. Mac waits for the grand opening gesture.